

# Rate card.

	1 issue	3 issues (save 10%)	6 issues (save 15%)	12 issues (save 20%)	Graphic Design
1/4 page (55 x 84mm)	£38	£105	£198	£372	£25
1/2 page landscape (115 x 84mm)	£68	£186	£348	£660	£40
Full page* (148 x 210mm)	£120	£324	£612	£1,152	£70
<b>1 ISSUE ONLY</b>					
Premium pages* (148 x 210mm)	Inside back or centre left			£130	£70
	Inside back or centre right			£140	£70
	Outside back			£150	£70
Editorial feature**	Double page £220 / Single page £110				£90

WE ARE NOT VAT REGISTERED SO THE PRICE YOU SEE IS THE PRICE YOU PAY. ALL PRICES INCLUDE FULL COLOUR.

#### GRAPHIC DESIGN:

we can produce artwork for your approval at an additional cost which can be modified for future issues as necessary.

#### \*FULL PAGE:

this size is full A5 so ads must be supplied with bleed and crop marks or ads will be scaled down to have a 10mm border.

#### \*\*EDITORIAL FEATURE:

this includes photographs and an advertisement with the editorial feature. If you would like us to undertake the designing of the spread, you must supply the editorial content.

#### FORMAT AND DISTRIBUTION

The monthly publication is a handy A5 sized full-colour booklet, with a distribution that covers 4000 middle to upper-income homes in the Guildford area.

#### FURTHER DETAILS

If you would like to advertise or need any further information, please don't hesitate to get in touch. We exist to support businesses and tradespeople targeting the Guildford area and would be happy to discuss options with you.

[www.guildfordwestsidedirectory.co.uk](http://www.guildfordwestsidedirectory.co.uk)

01483 565245

[ashley@guildfordwestsidedirectory.co.uk](mailto:ashley@guildfordwestsidedirectory.co.uk)

# Testimonials.

Guildford  
Westside  
**Di**RECTORY.

## Supporting businesses and tradespeople who want locals in Guildford to find them!

"Local directories are the only advertising we do now on a continual basis as they are so effective. We're in there every issue - consistency makes the difference!"

JULIE CUTHBERT

"Guildford Westside Directory has worked wonders for my business. Through advertising in GWD I regularly gather new customers and existing customers can easily refer my business saying 'he's in the Westside Directory'. It's the most cost effective way I've found to get customers."

TIM MAGUIRE

"I have advertised with the Guildford Westside Directory since 2009 and it has brought in a regular supply of new clients. The directory is a high quality publication and having such a local distribution is of great benefit to my locally based business."

JENNY ALLAN

### WHY THE GUILDFORD WESTSIDE DIRECTORY?

Passionate about what you do and eager for more business?

Desire to gain more local referrals and personal recommendations?

Determined to top the list of competitors in your trade?

It's our job to make sure your business has the best possible exposure to people who want to benefit from the products and services you provide. Our professionally designed and produced, monthly directory exists to provide you with a strategic marketing platform to achieve this – allowing you to focus on what you do best!

PROMOTE YOURSELF THROUGH THE DIRECTORY TO EFFECTIVELY:

- generate more local customers
- reinforce the message advertised through other marketing initiatives
- drive people to your website
- maintain a high profile by consistently being seen
- be accessible to new customers
- develop growth with referrals and personal recommendations

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Connecting *the* Community